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# ■ EXTENSION review

U.S. Department  
of Agriculture

July  
and August  
1978



**Nutrition  
Education...**

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# NUTRITION IS NEWS



Nutrition is news today. Consumers, legislators, educators—many people are concerned about the diets of American families.

Extension educators at county and area levels keep families informed about dietary goals, food consumption studies, the food guides, and nutrition education legislation. These educators are backed up by state nutrition specialists with research-based information.

At the federal level, two SEA-Extension specialists—Evelyn Spindler, nutritionist, and Evelyn Johnson, food and nutrition—provide their counterparts, the state specialists, with:

- Information on national nutrition issues and legislation, and staffing changes at nutrition-related agencies and departments.
- Newsletters describing new nutrition trends, materials.
- Visuals and publications.

SEA-Extension nutrition specialists are also conducting state nutrition studies to determine better ways to help CES food and nutrition specialists. The studies are also designed to help CES staff examine their programs to assess strengths, identify concerns, and adjust programs in response to national goals.

This issue of *Extension Review* contains several articles describing Extension nutrition education programs. Good nutrition—and good nutrition education—are goals we all share. —**Betty Fleming**

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# Nutrition education for all

by  
James Titus  
Staff Writer  
Media Services  
Cornell University



Teaching proper nutrition for mothers and infants.

- A pregnant teenager needs to know about her own nutrition needs and the health of her baby.
- A legislator is about to vote on a food and nutrition policy bill than can affect millions of citizens.
- A dietitian is seeking a balanced picture on vegetarian diets.

New York State Cooperative Extension delivers information that will help each of them think critically about food and nutrition.

The channels for delivering this information include newsletters, magazines, radio news stories, television public service announcements (PSA's), slide sets, films, conferences, personal TV appearances, public testimony, and telephone queries.

Nearly a quarter of a million pieces of literature on food and nutrition are distributed each year, including bulletins, flip charts, press releases, instructional leaflets, research abstracts, notebooks, and lesson plans.

The facts come from Extension faculty and staff in Cornell University's Division of Nutritional Sciences—a joint unit of the N.Y. State College of Human Ecology and the College of Agriculture and Life Sciences.

Of special concern to the Division are groups of people vulnerable to nutritional risks: the poor, mothers and infants, teenagers, and the elderly. Some can be reached in small groups, other through mass media, still others only on a personal basis in their neighborhoods through people who speak their own language and have experienced their problems.



Using diverse media for nutrition education.

### Reaching Audiences

To find low-income audiences and offer help, New York Extension seeks out individuals with credence and works through them, as when the Expanded Food and Nutrition Program (EFNEP) first began in the New York City area. Cornell faculty work there with the East Harlem Health Council and the New York Medical College Department of pediatrics to identify the nutritional needs of low-income pregnant women. Today, under the direction of Edith F. Valentin, EFNEP groups operate in 55 counties and three city sites (East Harlem, South Brooklyn, and South Bronx) with an advisory committee at each site.

Extension nutritionists also work closely with community groups in the urban gardening program, which developed almost 1,500 gardens out of 24 acres of neglected land in New York City in 1977. The first-year yield of more than 100 tons of vegetables by 7,000 gardeners tells only part of the story. James S. Spero, Cornell representative for New York City programs, says aides set up nutrition workshops, some right in the

gardens, that attracted 10,000 people the first year.

### Team Effort

"Extension is part of a team when we address issues in the area of food for health," explains Christine Olson, assistant professor. "An Extension county agent can show how nursing a baby is cheaper than using formulas, but health professionals are best equipped to discuss the medical benefits and problems. So Extension has to work with nurses, dietitians, and physicians."

To back up agents, Olson produced a resource kit titled "Nutrition for Those With Special Needs—Pregnant Women, Young Children, Infants." It includes flip-charts on nutrition during pregnancy and feeding babies, lesson plans for paraprofessional teachers, and a notebook on infant nutrition for health and nutrition professionals.

The notebook contains a study guide, reading materials, references, and four 20-minute tape cassettes about: growth and nutrient needs during infancy; breast feeding; bottle feeding and formulas, solid foods in the in-

fant's diet; and infant nutrition problems in today's society.

Health and educational professionals attended a Cornell workshop in nutrition growth and reproduction. Stress was placed on the special needs of the pregnant teenager.

Martha Mapes, division Extension leader, developed another project—a "Fad Dieting" teaching portfolio for teens and young adults. The portfolio includes materials for six sessions that answer the questions: "How do you feel about yourself?", "Can energy and nutrient needs be satisfied while dieting?", "Are fad diets the answer?"

A film program featuring Graham Kerr, the "Galloping Gourmet," addresses calorie awareness. Another film "Light and Easy" shows how young people can be responsible for the food they eat, then demonstrates how to prepare elegant high-nutrient, low-calorie foods.

An important audience for New York Extension nutrition information is the elderly. Ruth Kilippstein, another specialist with concerns about food preservation





Nutrition education helps with food choices.

and vegetarianism, has been the principal developer of material for volunteer and professional teachers. This material responds to the requirements of the state Office for Aging "Feeding the Elderly" program. Each county received a reference manual on "Concerns of the Aging" and a modular slide set, "Positive Living in the Senior Years."

### General Public

Extension's largest audience—the general public—is approached in different ways, since New York counties, which vary from rural to urban, help finance nutrition education. This ties agents and faculty closely to community goals, which are addressed by tailored programs.

Direct messages about nutrient

labeling appear on radio and television. Newspapers carry answers to consumer questions on food additives and use of Spanish materials in urban areas. Cornell nutritionists work closely with community, professional, and school groups on programs. A special 1977 institute in five locations explored the critical relationship of nutrition to heart disease and cancer, and the role of fiber in the diet.

### Building Awareness

Indirectly, New York Extension has increased its public education role through the state capital and through Washington, often with Carole Bisogni of the staff actively involved. In some cases, Extension faculty are called upon to testify on food policy and similar issues;

in others, they ready information for use on new legislative matters.

The Division's monthly newsletter *DNS Alert* sends related legislative and regulatory information to agents.

On campus Cornell gives in-service training to agents. The Division of Nutritional Sciences this year hosted a regional conference for newspaper food editors and writers, and Bisogni presided over the biennial New York State Nutrition Institute, whose theme was "Nutrition, Food Choices, and Public Policy."

Through the combination of Extension education and mass media, Cornell continues to serve the diverse needs of the citizens of New York State with reliable information about food and nutrition. □



# Truth in eating

by  
Diedre Nagy  
Extension Information Specialist  
University of Minnesota

Many consumers buy food without buying nutrition.

Rosella Qualey, assistant district director in the Minneapolis-St. Paul area, says home economists want to give consumers more information about food. They also want to work more closely with other professionals including teachers, food editors, supermarket home economists, food stamp program administrators, and community workers.

Extension home economists in that district took the initiative and worked toward these two objectives at the same time. "Our day-long seminar called: **Truth in Eating** attracted more than 100 professionals, each an opinion leader for consumers," Qualey said.

The first **Truth in Eating** seminar tapped the expertise of two Extension specialists; the consumer officer with the local Food and Drug Administration (FDA); a faculty member of the University's Food Science and Nutrition Department; and representatives of a supermarket chain, a food cooperative, and a food buying club.

Speakers devoted time to updating consumer protection provisions, exploring food and nutrition controversies, explaining food marketing channels, and outlining tools available to help consumers make wise decisions.

Isabel Wolf, Extension foods and nutrition specialist, presented a slide-show supermarket tour



stressing tools people can use in making consumer decisions.

Audience response was enthusiastic, and within days the ripple effect of giving information to opinion leaders began to be felt. Several local television stations used film clips from the seminar. All the daily papers in Minneapolis and St. Paul featured stories on the day's speakers, and a news release packet found space in dozens of state newspapers.

A wire service excerpted portions of the speakers' talks and the stories were used across the country.

Extension's newfound visibility among professionals was impressive. An evaluation questionnaire turned up many bouquets. "Well done, Extension," wrote one audience member. "More, more, more," another implored. "Best subject-matter workshop I have attended," said a third.

Many who attended the seminar requested further updating, and additional chances for home economists to work together.

"Consumerism is important to all of us as home economists," one teacher wrote. "Many times we feel left out and 'shut out' from the real world because we're tied too tightly to our classrooms."

Word-of-mouth endorsements by people who attended the first seminar helped draw nearly as many participants to a second **Truth in Eating** conference involving only two counties.

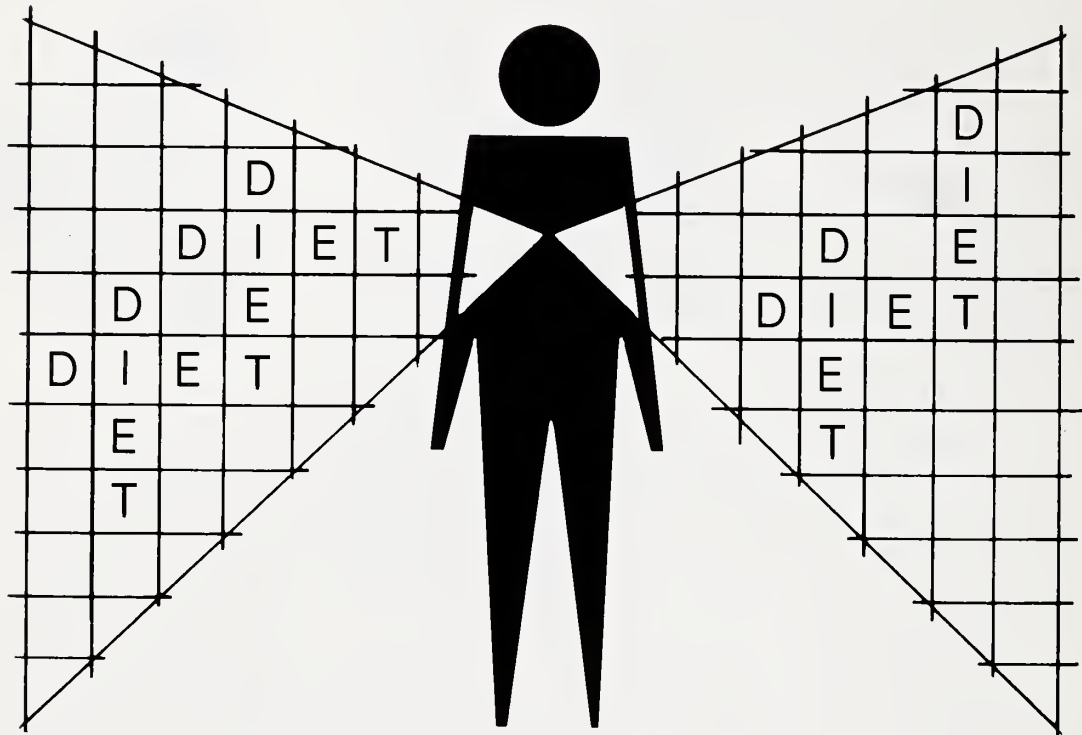
The second conference incorporated new statewide Extension priorities. One speaker focused on food and agricultural policy, and another dealt with technology and energy concerns related to the food supply.

Two other counties joined forces in open meetings, exploring controversies and misconceptions about foods and nutrition.

The spirit of cooperation that **Truth in Eating** fostered among home economists is likely to continue, Qualey predicts. Information channeled to opinion leaders in home economics quickly benefits consumers. □

# Diabetes, food, and you

by  
Jane E. Aycock  
Extension Specialist  
Nutrition and Health  
Purdue University



The American Diabetes Association estimates that about 160,000 Indianans are diagnosed diabetics. Too often, the newly discovered diabetic is handed a diet sheet and will not realize that she or he does not understand the instructions until at home and trying to deal with them daily.

The diabetic's need for information became evident following a statewide diabetic screening program sponsored by the Indiana Extension Home-maker Organization in 1972. The result was an Extension lesson series designed to fill this need. Called "Diabetes, Food and You," the series is the result of cooperative efforts by the Indiana Extension staff and other professionals.

The lesson series is an educational program to help diabetics understand the importance of changing

their diets to control their disease. Included in the series is information about what to eat, when, and how much.

Few Extension agents have the professional training to give instruction to persons who must follow a diet prescription, but a registered dietitian is trained to interpret a physician-prescribed diet into food patterns. Therefore this lesson series for diabetics is team-taught with a local agent, an agent with special training in foods and nutrition, and a volunteer dietitian.

Many Indiana dietitians have welcomed this opportunity to help teach diabetics how to live with a modified diet. Frequently dietitians have urged an Extension agent to organize the series.

Naomi Johnson from Monroe County says, "The

'Diabetes, Food and You' program was an exciting and rewarding experience for me. It stimulated a joint effort of the Cooperative Extension Service, dietitians, and other professionals in the health field . . ." During the past 4 years, Naomi has helped organize and teach the lesson series 19 times, reaching 367 participants including diabetics and members of their families. The program promotes cooperation of Extension with dietitians, doctors, and local hospital administrators. Referrals are made by Extension agents, who contact local doctors, hospitals, and diabetics detected in screening programs.

Working with other agencies has been a part of making this program a success from the beginning. Initially in 1973, Catherine Justice, the Extension specialist in foods and nutrition, obtained the cooperation and endorsement of the Indiana Dietetics Association and the Indiana Diabetes Association to develop a series of four lessons. Three members of the executive board of the Indiana Dietetics Association volunteered to serve on the Extension planning committee for development of the series.

Let's look at a participant in the resulting lesson series. Call him Bill. He's 45 years old and was diagnosed as a diabetic 6 months ago. He heard about the series when he went to his doctor for help on weight control and to better understand his diet prescription. He had talked to a dietitian during his hospitalization, but didn't realize the problems he would have with the diet instructions when he got home.

His doctor had received a letter from the local Extension agent about an upcoming lesson series for diabetics. He had heard positive comments from some of his diabetic patients who had attended the series. He also knew the dietitian, who was involved, so he recommended that Bill register for the classes. The doctor mailed Bill's diet prescription to the dietitian.

Bill and his wife registered. The small size of the class (16) encouraged them to share concerns and problems with others.

In the first lesson, they learned how foods are categorized in diabetic food exchange lists, and how important it is to help control blood sugar levels by

regulating food intake, amounts, and timing.

By talking to Bill and by referring to a food preference questionnaire he had completed, the dietitian designed a diet pattern to fit Bill's lifestyle and follow his diet prescription. Bill and his wife began to understand that he would have to modify his diet to feel well.

During the second lesson, Bill worked with the diet pattern the dietitian had established. He planned a menu to follow the pattern. He also made a chart of the pattern which could be hung in the kitchen to help him and his wife remember how many exchanges from each list he could have.

In lesson three, Bill learned how much to eat and how to read food labels. He weighed and measured various foods. This helped him recognize the amount of food in one food exchange. Nutrition and ingredient labels were discussed, and he learned to figure the number of food exchanges in a serving.

In lesson four, Bill and his wife learned to calculate the number of food exchanges from a recipe having several ingredients. This would allow him to enjoy a variety of dishes. They also did some role-playing to learn how to select foods at a restaurant.

Bill says now, "I would encourage anyone to attend the meetings. The same lessons could be repeated after a time lapse for the benefit of new diabetics or those who may have missed them. The program showed me I was avoiding foods I could eat. I like the way every lesson was geared to the individual personally. How can we ever thank you enough?"

The most impressive long-term result of the lesson series is its adoption and use by hospitals. It is currently being simplified and revised to accommodate the American Dietetics Association's new exchange lists.

Extension Agent Hope Nightingale from the Fort Wayne area said, "It is obvious from the response of the participants how much the information was needed. The series reached a new audience and made them aware of Extension as an educational resource. As a result of the series, a chapter of the American Diabetes Association was established in Allen County." □



# Master food preservers persevere under pressure

by  
Earl J. Otis  
Information Specialist  
Cooperative Extension Service  
Washington State University

**Train volunteers and then ask them in return for a given number of hours of their time.**

That was the idea behind the Washington State University

(WSU) Extension Master Gardener plan a few years ago, and it's working again in the *Master Food Preserver* program.

Extension is the only agency

providing food preservation information in many places. Since health department records trace foodborne illness to foods prepared or eaten at home in 80 percent of the cases reported, leaders of WSU Extension Home Economics saw a need. County agents, driven to distraction by ringing phones, were anxious to help.

King County, home of both the Seattle Mariners and the Space Needle, although more than 300 miles from WSU's main campus, was chosen as a pilot site because of the concentrated population. Last year other counties were added.

Volunteers recruited for the *Master Food Preserver* program now receive 25 hours of training in food canning, freezing and drying,



food safety, produce selection, and nutrition. Although asked to return only 30 hours of volunteer work, the average in King County was more than 77. Yakima County volunteers average more than 50 hours. Theo Thomas, the agent, estimates she saved 10 full days of her time through the volunteer program.

In Pierce County, Tacoma's Agent Jean Dible counted 21 food preservation workshops conducted during June, July and August. Contacts, including those by telephone, totalled more than 10,000, a one-third increase over the previous year's count.

Like her counterparts in other counties, Dible taught her Master Food Preservers about savings, equipment, water bath and pres-

sure canning, drying techniques, and pitfalls in preservation that could cause illness.

In King County, 30 workshops were held, and Master Food Preservers appeared at fruit and vegetable markets and Pea-Patch plots. These volunteers made 12,400 contacts during nearly 775 hours of work, most by telephone.

In Seattle, a "hotline" with a recorded message was changed each day and programmed through the weekend. This message told callers the phone numbers of volunteers on duty at different times of the day. The volunteers answered their phones, often at home, from 8:30 a.m. until 9 p.m., including Saturdays and Sundays. The recorded message also told callers what, where,

when and how to pick fruit and vegetables for preservation; told of up-coming preservation workshops; offered literature; and gave other information.

This year agents will know when to expect seasonal peaks and be better prepared with volunteers. In 1977 nearly 4,000 used the hotline between June 17 and September 30.

Once callers had the phone number of a Master Food Preserver, they tended to keep it and not call back through the hotline each time they had a question. The volunteers felt good about this because it seemed to show confidence on the part of their clients.

King County Agent Jan Grant and Lynn Price, food specialist at Pullman, had some doubts about having volunteers work from homes, thinking that calls at inappropriate times might discourage the volunteers. It didn't happen that often, and volunteers were saved the drive into downtown Seattle.

There were a few problems, such as long distance toll costs to some people calling from outside their free call boundaries.

Other questions arose. How carefully would the volunteers follow what they had learned? Would erroneous information get out to the public? Program leaders worried about getting the proper USDA information to consumers.

Somewhat reluctantly, but as a test, a few of the leaders made up hypothetical situations and had someone in the office call a volunteer.

It might have led to some red faces, but it didn't. Instead, the result was renewed confidence. The answers given were good ones.

Agents involved were nearly as pleased with the personal growth of the volunteers as they were with the general success of the program. For Washington State, the Master Food Preserver program looks like another winner. □





# Radio club cracks mystery message

by  
Alexander (Bud) Gavitt, Jr.  
Agricultural News Editor  
The University of Connecticut



"Late yesterday we had a special news bulletin from our local 4-H Radio Reporter. Flash—UFO sighted in northeastern Connecticut by Rex and Layton at their farm. Police were called to handle the case. Upon arriving at the scene, Officer Sherlock found two kids preparing breakfast snack from a recipe given to them by the occupants of the UFO, and now we take you directly to the scene of the recent sighting . . .

"Well folks, here it is—our first message from space, and you're hearing it first on 4-H Radio!

"The message says:

**'YOU MUST HELP US. OUR BONES AND TEETH ARE VERY WEAK. WE ARE AFRAID. WE NEED CALCIUM. WOULD YOU PLEASE GET US KILM, EESCHE AND CIE RMEAC.'**

"What's this, 4-H'ers? I've never heard of these foods. But they must be foods that have calcium to help the Munchkins' bones and teeth. I bet they are in code. Can you figure them out?"

That segment was from a radio program on nutrition education that was a hit with youth in northeastern Connecticut. It was planned by Carole Eller, 4-H agent for Windham County, and Karen

Chambers, a part-time nutrition consultant, with Maria Maiorana Russell, Extension program leader at the University of Connecticut (UC).

The planners knew that traditional nutrition programs for children have been conducted mainly in school classrooms and small club meetings.

A radio club seemed just the thing to reach a larger 4-H audience without recruiting adult volunteer leaders. And, a more exciting way to reach children with nutrition education.



## Radio shows fun

Eller and Chambers teamed up to create a series of six 10-minute radio shows with a mystery (UFO's, private eyes) approach and a simple nutrition message. The broadcast stressed nutrition education goals in a fun way, with characters and scenario children could identify with.

Each of the first five broadcasts dealt with a different nutrient. Vitamin A, vitamin C, iron, calcium, and protein were chosen because of evidence showing their lack in the diets of 8- to 12-year-old children.

Toward the end of each radio program, a Kids Cook Korner described a breakfast recipe the kids could make during the broadcast at home. Recipes were included in the weekly mailings of packet materials, so the kids could try their hand at making such dishes as "Fruit Kabobs a la Moneybags" and "Wheat Germ French Toast", along with Karen Chambers and the radio kids.

Two radio stations in northeastern Connecticut provided free air time and promoted the programs, which were aired in a largely rural area of Windham County on WINY (Putnam) on Saturday at 8:40 a.m. and on WILL (Willimantic) on Sundays at 10 a.m. The programs were written by Chambers, a UC graduate with a degree in nutritional sciences. They were produced under the di-

rection of Stanley J. Quinn, Jr., director of the radio-television division in the Center for Instructional Media and Technology at UC. Karen Chambers, her husband Terry, and four kids took 1 day to do the voices of the characters in the productions.

## Flyers promote program

Meanwhile, "Join Us for Breakfast" flyers were handed out to all children between the ages of 8 and 12 by their teachers in 35 schools in northeastern Connecticut. In addition, 3 weeks before the first show, the radio stations purchased space in shopping guides to advertise the 4-H Radio Club. The ads requested that participants sign up for the program through their schools or with the Brooklyn field Extension Service office serving Windham County residents.

Within 2 weeks, more than 650 children enrolled in the first radio program. The programs ran on Saturday and Sunday mornings in competition with kid cartoon television shows.

The participants listened to the mystery show and unraveled nutrition "clues" in the packets of materials they received in the mail. The packets contained games, puzzles, and recipes.

After hearing each program, the participants had to answer questions on the nutrition topic of the week, and were asked to mail their answers on the quiz card back to Karen Chambers at the Brooklyn Extension Center. This was necessary for the children to receive their next weekly nutrition packet. The participants also received a 4-H membership card after enrolling in the program, and a 4-H button upon completion of the fourth weekly nutrition quiz card.

The radio club was topped with a final program at the 4-H camp in Abington, where participants and their families met the stars of the radio series and enjoyed a bring-your-own picnic breakfast. Certi-

ificates were handed out to kids who completed the six nutrition quiz cards. Ninety students completed the entire series, and 30 children along with 17 family members attended the camp breakfast.

The return quiz cards showed evidence of learning.

## Program how-to

If you would like to duplicate this program in your area, here's how:

- Ask teachers to recruit participants in school classes.
- Have more, and earlier, pre-announcement 30-second spots on the radio station, and advance news releases to allow time to sign up for the program.
- Instruct participants to print their names and addresses at the top of the return quiz each week. This cuts down on insufficient addresses.
- Write clear instructions for the post-test quiz cards. This gets more completed returns. Returns declined as the series progressed.
- Send all lessons to children even if they fail to return a card.
- Deliver the program tapes to the radio station weekly rather than all at once, to insure that the right sequence is followed.

Sample scripts and the mailing packet of nutrition materials are available at no charge by writing to Carole Eller at the Extension Center, Brooklyn, Connecticut 06234. □

# 'The ins and outs of it'

by  
**Catherine J. Deml**  
County Extension Agent  
and  
**Gordon W. Stobb**  
Area Extension Agent  
University of Minnesota



As the Minnesota population ages and moves to the lake and pine regions in the North, nutrition for the elderly becomes an increasing concern.

Nutrition sites for the elderly—a Department of Health, Education and Welfare (HEW) program—are one answer to this concern. The sites provide senior citizens with a nutritious meal and an opportunity to socialize.

In Northern Minnesota, the nutrition site program is administered by multicounty area agencies on aging and, in the case of Indian reservations, by the Minnesota Indian Chippewa Tribe (MICT). Each site has a manager responsible for the center program. The managers supervise volunteer workers and an occasional paid employee. While they have some back-up support, the managers carry the primary responsibility of making the program successful in the community.

The nutrition sites appeared on the scene with little involvement

or investment from the community.

This separation from community was a problem that site managers had not anticipated. They needed to incorporate the nutrition sites into the community network so that the program could succeed.

Through the Cass County Extension Agent, the Area Community Resource Development (CRD) agent was called upon to assist with developing a plan of action. Together they developed a workshop—"The Ins and the Outs of It"—to help the managers better understand community needs.

The concerns identified were not unique to Cass County and soon the Area Agency on Aging became involved. This opened the door for a multicounty program which included site managers from five counties and MICT.

A planning committee with representatives from all concerned parties, including Extension, designed the resulting 2-day workshop.

The nutrition site managers were asking about the total community—how it affects the site clientele, the nutrition organization, and families and individuals within the community situation. Susan Meyers, Extension family life specialist, joined the workshop resource team to address these concerns.

The workshop covered three areas:

- *Understanding Community*—concepts of community, including structure, change, and power.
- *Group Process*—decision-making, organization styles, and leadership roles.
- *People to People Relationships*—working with others, creating a helping relationship, and dealing with conflict.

To begin the program, participants described their own concepts of "community." All of the responses showed unusual insight, but one was classic: "Community is lots of people, family, some

grief, some happiness, schools, stores, churches, lots of homes and buildings, cars, nutrition sites."

The workshop related the community to the nutrition site and to its clientele. Participants were excited, and discussion permeated the total time. They were involved!

Two months after the workshop, the participants were asked to evaluate the program. They were asked if the workshop had been useful to them in their jobs as site managers.

One response was: "Yes, very much so, and a lot of fun too. I never knew much about any of the subjects before." Another was: "Yes, it not only helped me with my job, but also in my community and daily living."

They were also asked if they had used the information they had received. Most indicated that they had, many in working with volunteers; others in group decision-making. One indicated that she had learned to think in terms of alternative solutions to problems rather than pursuing only one course of action. Another indicated that it had improved her family decisionmaking.

The managers have requested continuing assistance with the nutrition site program. Follow-up sessions using a case study approach to day-to-day site problems are under development.

Although the problem of integrating nutrition sites into the community may still exist, site managers now have the basic tools to solve the problem.

There are hundreds of nutrition sites similar to these around the Nation. All are different, yet similar. The communities where they are located may differ, but the concerns and problems of the nutrition site managers are much the same. They, too, could benefit from an Extension CRD workshop on "The Ins and the Outs of It." □



# Washington in Review

## **Marketing Order Actions Available**

A new weekly bulletin, "Marketing Order Actions," is available from the Information Division of Agricultural Marketing Service (AMS), USDA. The bulletin briefly describes all actions under federal marketing orders for fruits, vegetables, and specialty crops for 1 week. To receive copies, write Information Division, Rm. 3624-So. Bldg., AMS, USDA, Washington, D.C. 20250; or call (202) 447-2399.

## **Rural Clean Water Program (RCWP) Agreement Signed**

Assistant Secretary M. Rupert Cutler recently signed a Rural Clean Water Program (RCWP) agreement with Environmental Protection Agency Assistant Administrator Thomas C. Jorling. This agreement provides a basis for the continuing cooperative developing of an agricultural cost-sharing program for improved management of rural nonpoint source pollution, in accordance with Section 208(j), P.L. 92-500 and Section 35 of P.L. 95-217, the Clean Water Act of 1977.

## **Bertrand Named SEA Director**

Secretary of Agriculture Bob Bergland announced the appointment of Anson R. Bertrand as Director of Science and Education, effective July 10. Bertrand was dean of the College of Agricultural Sciences, Texas Tech University, Lubbock, Texas, at the time of the appointment. He will head the newly formed Science and Education Administration (SEA), which is responsible for more than 8,000 employees in agricultural research, Extension, and higher education. As director, Bertrand will administer the USDA funds in support of the State Cooperative Extension Services.

## **Bergland Forms Human Nutrition Policy Committee**

Secretary of Agriculture Bob Bergland has announced the formation of a Human Nutrition Policy Committee to coordinate USDA nutrition programs, including food assistance, safety, quality, research, and education. The committee will be headed by Carol Tucker Foreman, assistant secretary for food and consumer services, and M. Rupert Cutler, assistant secretary for conservation, research, and education.



## **Action Agency to Test National Youth Volunteer Service**

Syracuse and surrounding Onondaga County in New York have been selected to test the concept of the National Youth Community Service (YCS) program. The Labor Department is providing \$8 million for the 12-month project. The program provides for 1,650 volunteers—16- to 21-year-olds—to gain work experiences from public and private nonprofit organizations. YCS will pay volunteers \$78 per week for 30 hours of work and 5 hours of training. The 4-H staff will give leadership training in job responsibilities, 4-H project skills, and career education counseling to Syracuse supervisors from other youth-serving agencies. This is a demonstration project to determine future national programming by ACTION.

## **Rural Center on Aging Established**

The National Council on Aging (NCOA), a nongovernmental agency, created a National Rural Center on Aging at its recent 28th annual conference in St. Louis. One in five persons who live in rural areas is 65 years of age or older. The purposes of the Washington-based center are to serve as a clearing house, draft positions for the NCOA public policy committee, provide technical assistance to rural programs, conduct demonstration projects, and publish studies and resource materials. More than 2,000 professionals, elderly lay people, and students participated in the conference.

## **Restoration of Abandoned Coal Mines to Begin**

Work to restore the environmental integrity of rural, abandoned coal mines on 1.1 million acres of private land in 29 states will get underway this summer, M. Rupert Cutler, assistant secretary of agriculture for conservation, research, and education, has announced. The reclamation of abandoned coal-mined lands will be administered by the U.S. Department of Interior (USDI), in cooperation with the U.S. state and local governments, private landowners, and soil and water conservation districts. Final regulations will be issued in mid-July. Several SEA staff members were involved in developing the proposed rules and regulations.

# Consumers connect with TV hotline

by  
Anne Cushing  
Public Relations Intern  
University of Vermont

You never know when you will get your name in lights. In the past 2 years, an inn in Burlington has continued to surprise Extension with free publicity for CONSUMER HOTLINE—a program telecast live on Vermont educational television (ETV) once a month.

HOTLINE involves a moderator and a panel of experts highlighting various topics of consumer concern. Viewers phone in questions and guest specialists answer with down-to-earth advice.

## Getting off the ground

HOTLINE began in response to what Vermont ETV identified as a need for more viewer involvement with television programming.

Since the Vermont Extension Service already worked closely with the station, it seemed natural that they should become involved with the project. In 1971, the first show hit the air moderated by Faith Prior, a consumer advocate. Such topics as “The Right to Live—The Right to Die” and “The Use and Abuse of Over-the-Counter Drugs” were explored. A year later, the show changed its name to CONSUMER HOTLINE, for easier audience identification.

When Prior moved in 1977, Barbara Mair, director of short courses for business and industry at the University of Vermont Extension Service, became moderator.

## Production

Planning begins months before each program is aired. Representatives from Extension and ETV meet

to determine the focus of upcoming telecasts. Program topics are not chosen randomly; they are carefully selected to provide viewers with pertinent information on vital consumer issues. Some 6 weeks prior to show date, three guests are invited to appear on the program.

Lyn Jarvis, TV specialist for Extension and producer of the HOTLINE series, selects the panel. Guests are not necessarily Extension specialists; they often come from state and regional organizations according to the particular needs of the program. Panelists meet with Jarvis, Mair, and Jerry Jones, ETV director, to discuss the script, plan visuals, and address questions or problems. Mair meets with each guest to review the script and incorporate changes. On the day of the show, a studio rehearsal at 7:00 pm is scheduled. A little more than an hour later, the HOTLINE phones are ringing.

## On the air

During the first 10 minutes, Mair introduces the panel and acquaints the audience with the evening's topic. After that, phone-in calls guide the direction of the program. Operators write down viewer questions and hand them to the moderator. The use of written questions lets Mair control the program flow and gives a smoother visual effect, since she is not tied to the mechanics of answering the phone. Slides and props are incorporated into program planning in anticipation of viewer questions and concerns. Since it is usually impossible to respond to every request on the air, followup letters are written to each caller. These letters thank viewers for phoning and recommend they write to any of the guest speakers for additional information.

## Response grows

HOTLINE's most popular program to date has been a three-part series on energy. This was round two for the subject, one example of how growing viewer response to the show has influenced HOTLINE's direction. The first program of the energy series dealt with wood stoves—what to look for when heating with wood, how to install the stoves, and how to



make them safe. In response to viewers' questions, the next segment featured "Energy Saving Tips for the Home"—nuts and bolts items consumers could do themselves to reduce energy expenses.

The final program discussed "Alternative Sources of Energy Supply." This topic led to investigating such energy-efficient innovations as windmills, solar panels, and new housing designs. The energy series has reaffirmed the belief of Producer Jarvis that the primary concern of today's consumer is economic survival. Through positive feedback, HOTLINE is continuing to address these viewer needs.

#### **Future**

HOTLINE is moving ahead. A spring series on jobs and careers has incorporated production work

beyond the studio. The crew hit the road to interview and tape local people who started their own businesses. Consumers received a realistic view of what it's like to be your own boss.

HOTLINE continues to spark excitement. To quote a recent newspaper review, "If you haven't yet caught up with Vermont ETV's CONSUMER HOTLINE, you're missing a great source of practical information." □



**Barbara Mair and Lyn Jarvis plan the next HOTLINE program.**

# Gardening by the calendar

by  
Tom Gentle  
Information Representative  
Oregon State University



## July

							1	2
3	4	5	6	7	8	9		
10	11	12	13	14	15	16		
17	18	19	20	21	22	23		
24	25	26	27	28	29	30		
31								

### Garden hints from your OSU Extension Agent

- Look for cutworm damage in garden.
- Mid-summer plantings of beets, bush beans, carrots, cauliflower, broccoli, lettuce.
- July 10: spray filbert trees for filbert worm.
- July 10-15: spray peach and prune trees for root borers.
- July 17-23: third spray for codling moth in apple and pear trees.
- First planting of Chinese cabbage, kohlrabi, rutabagas on Oregon coast.
- Spray for scale insects on camellias, holly, maple trees.
- Spray for root weevil adults in rhododendrons.
- Check leafy vegetables for caterpillar attack. Control with Dipel or Sevin.
- 12-spotted beetles may be sprayed or dusted with rotenone or Sevin.
- East of the Cascades, spray for corn earworm as silking begins. Protect bees.
- End of month: prune raspberries, boysenberries, other caneberries after harvest.

**Oregon State University Extension Service**



## August

		1	2	3	4	5	6
7	8	9	10	11	12	13	
14	15	16	17	18	19	20	
21	22	23	24	25	26	27	
28	29	30	31				

### Garden hints from your OSU Extension Agent

- First week: second spray of peach and prune trees for root borers.
- First week: second spray of filbert trees for filbert worm.
- Mid-summer planting of peas in western Oregon, use enation-virus-resistant varieties.
- First planting of spinach on Oregon coast.
- First planting of Chinese cabbage in western valleys, Portland, Roseburg, Medford.
- First planting of Chinese cabbage, endive in Columbia and Snake River Valleys, Ontario.
- Spray walnut trees for walnut husk fly and repeat in 3 weeks.
- Spray for root weevils in ornamental shrubs and flowers.
- Spray filbert trees for bacterial blight.
- Check for tomato horn worm east of Cascades.
- Fertilize roses.
- Spray for codling moth and spider mite in apple trees.
- For mite control on vegetables or ornamentals, use Kelthane as directed on the label.
- Spray walnuts if maggots in husks have been noted in previous years.
- Control caterpillars on leafy vegetables, as needed, with Dipel, rotenone, or Sevin.
- Fertilize cucumbers, summer squash, broccoli while harvesting to prolong production.
- Clean and fertilize strawberry beds.

**Oregon State University Extension Service**

Gardening calendars have become effective communicators of Extension home horticulture programs at Oregon State University (OSU). The Extension Communication Department created a calendar design that has added a new dimension.

The calendars package a large amount of timely information in a concise, easy-to-read format. The OSU calendars were distributed in camera-ready form to newspapers, and also made into posters.

The calendars were originally intended as part of a spring gardening packet for newspapers. Six camera-ready calendars (April through September) added graphic variety to a packet of news releases. The novelty of calendars made the entire packet more appealing.

The calendars covered such topics as variety selection, planting dates, fertilizing, and insect and disease control.

OSU discarded the traditional grid-patterned calendar, which would have meant placing the gardening advice on specific days of the week. They wanted to avoid the implication that broccoli must be planted on April 10, for example, or that maples should be sprayed for scale insects on July 18.

Instead, an open box design has distinctive monthly headings. The simplicity of the design makes it flexible. Newspapers can easily adapt the calendars to fit their own column widths. Garden hints can be added, edited, or deleted in subsequent versions without changing the entire layout.

Oregon has four unique gardening zones with distinctive gardening practices. Rather than produce four different calendar versions, OSU included advice for the four areas in such a way that local newspapers could easily edit to include only the material that applied to their circulation areas.

The garden packets, including the camera-ready calendars, were distributed through county agents. Some sent the calendars to their newspapers once a

month as part of a gardening series. Others submitted the entire packet. Walt Schroeder, Curry County agent, helped one newspaper develop an 8-page tabloid gardening supplement using the news releases and featuring all six gardening calendars.

Ralph Salisbury, OSU Extension publications specialist, suggested making poster-size copies (11 by 17 inches) from the camera-ready calendars. These were for display in retail stores selling garden supplies—supermarkets, nurseries, garden and hardware stores—where they caught people when they were actively thinking about gardening. County agents distributed them.

Response to both versions has been excellent. They appeared in newspapers throughout the state, especially in the major population areas where the home gardening program is concentrated. Retailers greeted them as a source of pertinent, unbiased information for their customers. One statewide retail chain reprinted enlarged versions of the posters for its own use.

As an additional—and important—benefit, the calendars have given the 2-year-old OSU Extension gardening program needed public exposure. The eye-catching design is hard to overlook and the OSU Extension Service receives prominent billing at the top and bottom.

Because of their success, the calendars are being expanded to include all 12 months of the year. □



# Freedom to be involved

by  
Sue Benedetti  
4-H Information Specialist  
SEA-Extension

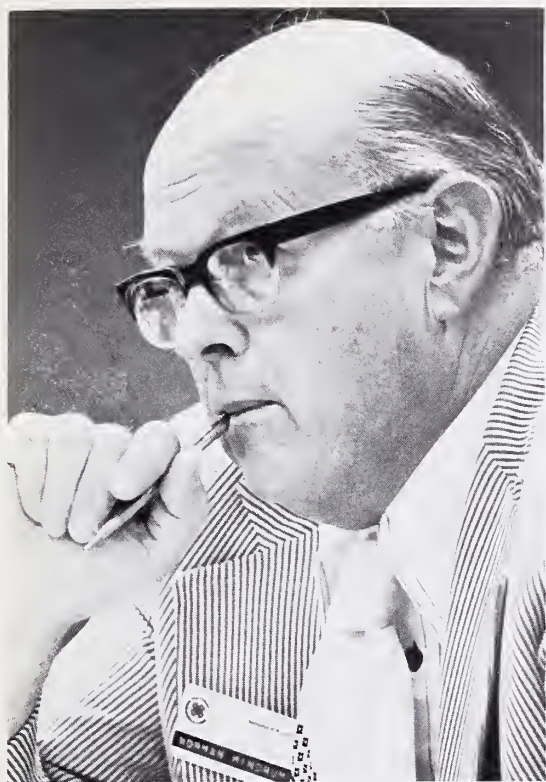


"I thought it was great! We had six or so adults in our consulting group. Of course you get 30 kids in a room, and they feel like they have all this kind of power . . . the adults could give us some very valuable input . . . sometimes when we got a bit unrealistic they could put it into a better light . . . I thought I am going to have to call all these people Mr. and Mrs. . . . but it was just like they were one of the kids. It was really an asset to the conference."

**Freedom to be involved** . . . that's what they called it and that's what it was! You might say that it doesn't sound like the 4-H conferences you've heard about in the past — well you're right.

National 4-H Conference has taken on a new look these past 2 years as a result of a nationwide survey of state 4-H leaders. A conference design committee, composed of a wide cross-section of people including 4-H members; county, state, and federal Extension staff; and volunteer leaders; did the final planning.

The idea came through loud and clear that the 4-H conference should be a democracy-in-action process for a group of youth and adults who were the planners and doers for 4-H in their home states. It should be a forum on the needs of youth within some of today's "hot" topic areas and involve 4-H



programs to meet these needs at all levels. But the process doesn't stop there, the delegates also have to be willing to go home and implement their own recommendations.

The planners' design ideal came true with the first "new" National 4-H Conference in 1977, and then reached another high this past April. Then more than 300 4-H'ers, Extension staff, volunteers and 4-H supporters from 42 states, Puerto Rico, Virgin Islands, Dis-

trict of Columbia and Canada took advantage of their **Freedom to be Involved**.

Neill Schaller, Deputy Director, SEA-Extension told those attending, "We take seriously the theme of this conference. We want to know who you are and what you think. We want you to help us understand not only what we might be doing well, but what we ought to be doing better. Return to your homes and communities with renewed determination to continue

to be involved, not only in 4-H, but in the affairs of this Nation."

The delegates came from many backgrounds . . . with different ideas and goals. This is how some of them summed up their reasons for attending: "To gain insight and new ideas on the 4-H program, because you never can stop improving anything." "I hope that I can contribute to these groups by giving a part of myself . . . because that's really what it's all about."





An observer could feel the growth as the week went on. "The first day we started with the bare essentials . . . with defining citizenship and community development. Then we went into more detail. Next we broke down into little groups, and picked out a subject that we could make a recommendation for."

The groups moved from learning to commitment: "I feel there is a definite need right now for this program in parenting and family because it's not a widely used topic . . . too many people are afraid to get into it . . ."

They moved from commitment to personal involvement: "My group has caused me to strengthen my position for a job program in the area of 4-H for every state. Everybody faces the problem of job experiences . . . finding a job . . . lack of jobs available . . . and sooner or later they'll have to face these problems."

The final step at conference was to recommend program changes to a panel of representatives of the 4-H program and policy groups made up of E. Dean Vaughan, 4-H youth programs, representing SEA-Extension and USDA; George Broadwell, state 4-H leader, New



York, representing ECOP and the 4-H Subcommittee; Ellen Elliot, National Association of Extension 4-H Agents; Harold Ott, National Association of County Agricultural Agents; Kay Hastings, National Association of Extension Home Economists; Norm Mindrum, National 4-H Council; and Bob Fordyce, Kodak, representing donors.

Several themes ran through the recommendations: Promoting the modern 4-H image through the project areas, uniformity in programs and project requirements, teen involvement in project material review and development, and development of bilin-

gual materials, to name a few.

Broadwell challenged the group, "You are not typical 4-H members . . . probably high motivators . . . not representative of all areas of 4-H. I heard little about programs for younger members . . . your idealism for such things as uniformity in the ambassador programs. We can't even get uniformity within one state . . . think about those things."

To show that the conference in 1977 did not stop on the last day of April with the last delegate leaving the National 4-H Center, a survey of last year's delegates indicates that more than 95 percent of those returning the questionnaires had reported on their conference experience to 4-H or other groups within 6 months. As a result, things are beginning to happen: An ambassador group trained in Massachusetts, a youth council in Wyoming, and North Carolina kicked off a special leisure education program.

Ralph Manning, Extension 4-H youth leader, Story County, Iowa, says, "National 4-H Conference was a very exciting time for me, it was a chance to exchange ideas with people . . . it is one way that we can get some of these pressing needs into 4-H curriculums around the country . . ."

Pat Green, '77 delegate from Davenport, Iowa, says, "I developed a real pride in being a youth today, especially a youth in 4-H. It helped me realize the strength of a youth organization . . . the power we can have when we all get together and pool our resources." These comments point out the success of the "new" 4-H conference and the **Freedom to be Involved** of both youth and adults. (Editor's Note: a 120-130 slide and synchronized tape set, SL018 *National 4-H Conference in Review-1978* is available for \$24 plus shipping from: Educational Aids and Publications, National 4-H Council, 150 N. Wacker Drive, Chicago, Ill. 60606.) □



# You Can Do It

by  
Betty Fleming  
HE Information Specialist  
SEA-Extension

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Why did Texas choose the home care and maintenance theme for their multi-method educational program? Other government agencies, such as the Farmers Home Administration (FmHA) and the Department of Housing and Urban Development (HUD) report that limited-to-moderate-income families generally do not have the knowledge and skills necessary to care for and maintain their homes. The costs of home repairs and maintenance are up almost 50 percent since 1968. Approximately half of all home repair service calls can be avoided by using preventive maintenance. Homeowners can save 90 percent of the cost of home repair jobs by doing the work themselves.

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What can one state accomplish with a multi-method educational program?

Texas believes in the positive idea—**You Can Do It!**

They chose this theme for an interdisciplinary program approach in one county in 1973, and the results from all over the country are still coming in. It all began in Smith County, Texas, population 97,096, the site chosen by the state staff to focus the **You Can Do It!** idea on limited-and-moderate-income audiences. Smith County's median income is \$8,200. Fifty-six percent of the housing units in the county are valued below \$10,000.

## Beginning

Extension (USDA) and the Texas Agricultural Extension Service provided funding to employ an Extension agent—housing and management—and four program assistants. State specialists in housing, home furnishings and family resource management developed teaching materials, publications, and a series of color television programs to provide indepth teaching. The Smith County Extension staff pitched in, helping with project plans.

Assisting with the project from the Texas state level were: family resource management specialists

Doris Myers, Lynn Bourland White, Lillian C. Chenoweth, Janice G. Carberry; and housing and home furnishing specialists Pat Bradshaw Seaman, Jane Berry, and Anna Marie G. Shannon.

**You Can Do It!** began with a 13-week series of 30-minute TV shows, shown on two commercial TV stations on Saturdays at 11:30 a.m. The series reached a combined viewing area of 29 counties. Topics included the "how to's" of simple electrical repairs, making low-cost cleaners, repairing leaky faucets, painting tips, storage ideas, etc. An American Research Bureau (ARB) report estimates the TV programs were seen by 12,000 viewers per show for a total of 156,000 TV contacts.

Thirteen **You Can Do It!** meetings were held at the same time the TV series was shown. Program assistants recruited, organized, and taught groups, reaching close to 2,000 people.

A home care and maintenance letter series reached another 615 contacts. FmHA and HUD borrower families received letters.

The Texas staff developed 30 **You Can Do It!** publications to support the program.

Why was this program so successful? Every effort was made to publicize the TV series, meetings, and other educational methods through news releases, radio and TV promotion, posters, and flyers. Elaine Myers, home economics editor, developed a publicity packet. Cooperative efforts with FmHA, HUD, local banks and hardware and lumber companies were also important. Program evaluation—carefully built into the Smith County **You Can Do It!** effort—showed that:

- TV can be effective in reaching low educational level participants. (Demographic data revealed that 36 percent of the viewers had an educational level of 11 years or less.)
- A combination of educational methods is useful in reaching different segments of the population. The TV series, for example, reached a larger proportion of male viewers and lower educational level audience than the meetings.
- A total of 2,961 completed tasks were reported by the 400 participants interviewed, which they estimated saved them \$16,923.13.
- Cost per contact was 29 cents.

### Texas impact

What has happened in Texas since 1973?

During the implementation of the pilot project, other county Extension agents in home economics, and volunteer leaders, were trained to conduct similar programs in their counties. The television programs were transferred to 3/4-inch videotape and placed in the Extension visual aids library for use in counties. Today, all segments of the **You Can Do It!** program are still being conducted throughout the state. More than 1,200,000 people in 224 counties have learned as a result of these home care and maintenance programs. Sixteen educational, independent, and network affiliated Texas stations have shown the TV

series as a public service, providing 112 hours of free air time. One station has shown the series three times.

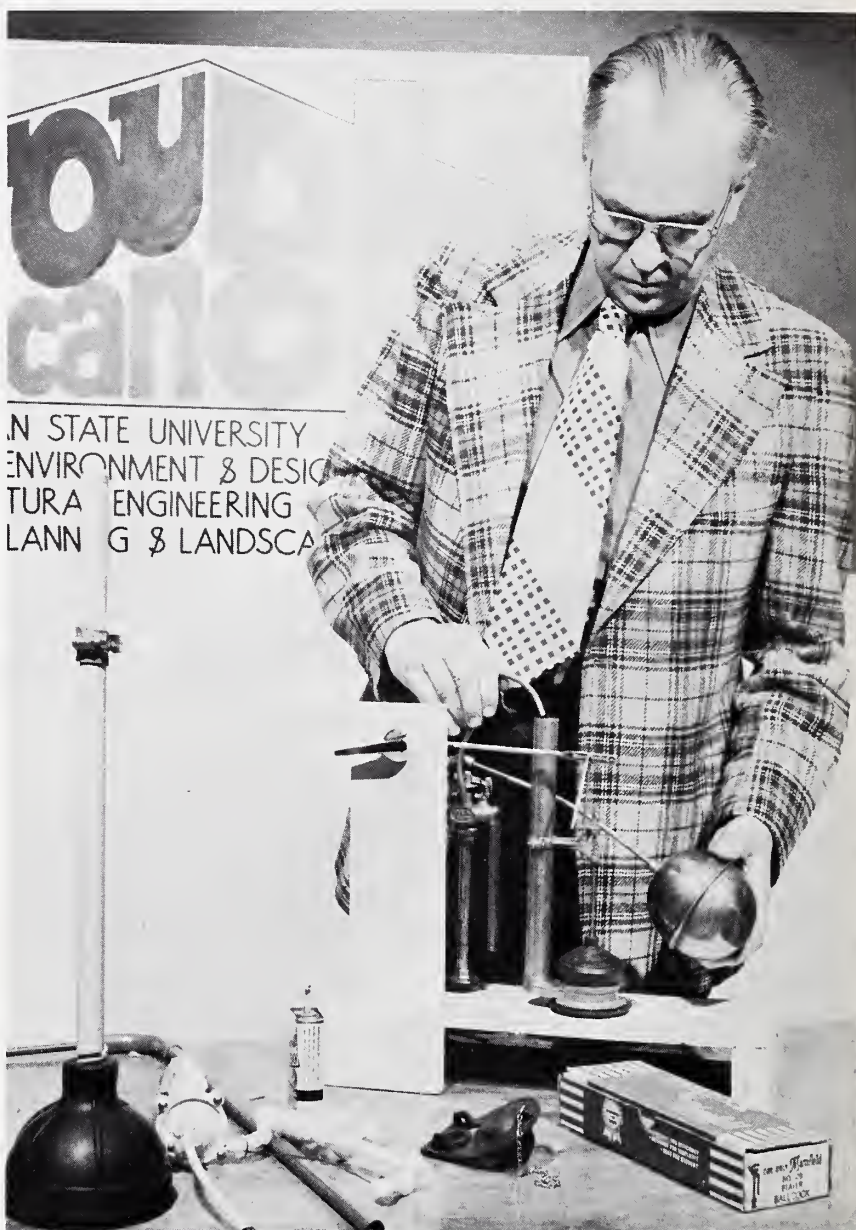
Since the beginning of the project, more than 1,500,000 publications have been distributed. Counting the cost of publications and television, current per contact cost is still estimated at less than 10 cents.

As one participant put it, "We

are a young family and lack experience in home repairs. The *You Can Do It!* series is most helpful, and we will keep the booklets as a handy reference for years to come."

### National impact

What are the national results of the Texas multi-method educational program?



How to deal with simple plumbing problems is the message of this "You Can Do It!" demonstration.



As a part of the initial program, Texas Extension specialists made available to each State Extension Service copies of the teaching manual publications, and pilot project evaluation report with permission to reproduce any or all of the materials for use in other states. The television series was made available in four formats for purchase and rental through the Great Plains National Instructional

Television Library, Lincoln, Nebraska.

Since then, more than 300 copies of the TV series have been previewed or rented by Extension, other agencies, and organizations. Fifteen states have purchased the series, with many more making copies from the rental tapes.

Other states also report the value of the series. Michigan CES launched **You Can Do It!** as a

1974-75 pilot program in eight counties with \$10,500 of state funds. Twenty workshop meetings were held, reaching more than 900 persons. Commercial, public broadcast, and cable TV stations carried the 13-week TV series in four urban centers, with potential audiences of more than 560,000.

In addition to 14 program publications, each county received loose-leaf notebooks of reference material to use with telephone calls generated by the TV series. Demonstration kits on eight of the home repair topics were developed and placed in five regional centers, along with a set of the 13 videocassettes.

A parallel program for youth was piloted in six counties. Young people learned skills to help them earn money performing simple household repairs. Each youth received a certificate of accomplishment and an identification card. Ohio used the **You Can Do It!** concept and materials, also developing poster sets designed as a teaching aids and special posters for TV. Fact sheets were mailed weekly when the TV programs were aired throughout the state on the Ohio educational broadcasting network. More than 1,100 persons registered for the series and letter study in the nine-county Jackson area.

The Texas **You Can Do It!** multi-method educational program is helping prove that Extension can do an effective job of teaching families to deal with home care and maintenance problems. □

(Written by Betty Fleming, Information Specialist, Home Economics, SEA-Extension with assistance from Pat Seaman, Extension Area Housing and Home Furnishing Specialist, Texas A & M University; Margaret Boschetti, Extension Human Environment and Design Specialist, Michigan State University; and Golden Jackson, Extension Housing Specialist, Ohio State University.)



A Texas county agent demonstrates proper paint brush care.



# Window to the sea

by  
John R. Crosiar  
Assistant Agricultural Editor  
University of Idaho

Although its only seaport is nearly 500 miles inland, Idaho is fast becoming an active participant in the Columbia Regional Sea Grant Program.

Sea Grant? In Idaho?

Idaho gained its "window to the sea" just 3 years ago when the completion of a series of Snake River dams brought slack water navigation to the Port of Lewiston in the northern part of the state.

"Through research projects and Extension assistance, we aim to make the interrelated marine and hinterland resources of the sea more useful to man with minimal insult to nature," explained Donald A. Harter, University of Idaho (UI) Extension program leader in agriculture and community development and Sea Grant liaison for the university. "The Columbia-Snake River navigation system is an increasingly vital link between the inland Northwest and domestic and foreign markets served by Pacific coast ports."

The Columbia Regional Sea Grant Program, comprised of the University of Idaho, Oregon State University, the University of Washington and Washington State University, is a part of the National Sea Grant Program. The re-

gional effort focuses on the physical influence of the Columbia River estuary, the economic influence of an extended slack water navigation system, and the role of the river system in the salmon and steelhead fisheries of the Pacific.

University of Idaho scientists have been involved with the regional program from its beginning. Proposed projects would enable shippers to predict cargo movement on the river system and help fishery biologists aid the survival of hatchery-reared summer steelhead.

In January, Idaho became a member of the Sea Grant Association, a group of nearly four dozen institutions interested in furthering the optimal development, use, and conservation of marine and coastal resources. This spring, the university joined other members of the Columbia Regional Sea Grant Program to hire Hans Radtke, an Extension marine resources specialist, who will develop and implement education programs dealing with Columbia River system issues and concerns.

The Columbia-Snake River system has played a major role in the transportation and economic development of Idaho, Washington, and Oregon since the days when sternwheelers plied the untamed rapids of the inland waterway. With the coming of the railroad, the importance of the sternwheeler and the waterway waned, but the recent navigation improvements have generated new interest in commercial navigation on the river.

Historically, cargo transported on inland waterways has been primarily low-value, bulk commodities such as grain, fertilizer, and petroleum. Since grain is a major revenue source, and petroleum and fertilizer comprise major production inputs, agriculture has been closely involved with water transportation.

Opening the inland waterway—465 miles from the Pacific Ocean to Lewiston—has brought new export markets closer to the interior of Idaho, Washington, and Oregon as well as portions of Montana and North Dakota. Low-cost water transportation is now available for the region's agricultural and forest products.

Since 1975, estimated savings to shippers from these states have been \$973,000, according to Carl Moore, port manager.

In 1970, Port of Lewiston officials predicted that grain shipments from that city would reach 218,000 tons by the year 2000. Instead, from the first shipment in August through December, 1975, 147,527 tons were shipped. In



1976, shipments reached 365,769 tons, and during 1977, 588,939 tons of grain left Lewiston.

Inland water transportation may change substantially as a result of container-on-barge-carrying ocean vessel technologies. One of two current UI projects supported by Sea Grant with matching state funds addresses the Columbia-Snake River navigation system's role in "intermodal" ocean transportation.

This involves placing commodity contents in a standard container and shipping them under one bill

of lading by more than one mode of transportation. This method lends itself to automation and reduces the opportunities for pilferage.

Container barge service typically involves trucking to an inland river terminal such as Lewiston, transferring the container to a barge and transshipping the container to an ocean vessel.

Whether Columbia-Snake River ports will be able to take full advantage of intermodal transport hinges in part upon the impact of another concept in ocean shipping—the load center.

Faced with extremely high fixed containership costs and

wanting to reduce "down time" for loading, ocean carriers are attempting to reduce their calls to as few as two major ports on the West Coast. The tendency of a number of steamship lines has been to pick Puget Sound ports over Columbia River ports in the Pacific Northwest.

"This difficulty could be alleviated partially by a container barge feeder service that uses the Columbia-Snake River system to transship containers to vessels at other West Coast ports," says James R. Jones, assistant professor of agriculture economics at UI. "Our study looks at this problem, and we will consider alterations and adaptations in inland river transportation and handling systems that can counter this development."

Also underway is a 2-year study of the epidemiology of respiratory diseases of hatchery-reared spring chinook salmon by George W. Klontz, professor of fishery resources at UI.

"Working through our newly hired Extension marine resources specialist, research results will be made available to shippers, maritime and river carriers, and port officials," Harter said. "Problem-solving educational services are our aim." □



# consumer call-in

## U OF I INFORMATION SERVICE

by  
Jane Scherer  
CHEP Coordinator

and  
Constance McKenna  
Assistant Director  
Cooperative Extension Service  
University of Illinois

Low-income clientele in Chicago present a unique challenge to Illinois Extension. Their need for consumer education is great, but Extension resources are limited. Extension Advisers and program assistants are often not available daily to answer all the questions that homemakers have. But the questions and problems still exist.

One answer to this problem is **Consumer Call-In**, a telephone information service developed as part of the Consumer and Home-making Education Program (CHEP). This special program for low-income families is funded by the Department of Adult Voca-

tional Education and Rehabilitation, Illinois Office of Education.

"The **Consumer Call-In** helps us to reach more people with consumer education information than we could contact directly in face-to-face Extension," notes Anna Hammond, Cook County Extension adviser. "It is an information service, not an action line. Our goal is to help people help themselves."

**Consumer Call-In** provides a direct link between the one-to-one teaching done by CHEP program assistants in Chicago and the traditional Extension program. Since the audience does not meet or



visit the office, **Call-In** is one of Extension's ways of getting pertinent information to them.

### Reaching the Clientele

A combination press conference-open house with representatives from community media and cooperating agencies inaugurated the system. Two weeks later another open house introduced Extension clientele, other agency personnel, Extension staff, government officials, and the general public to the telephone service.

To be sure that **Consumer Call-In** reaches the low-income homemaker, an intensive, yet selective, publicity campaign is carried out in Chicago. Posters are displayed in stores, clinics, schools, libraries, welfare offices, and churches.

Program assistants, 4-H members, and cooperating agencies distribute brochures printed in Spanish or English to clientele; group meetings of homemakers are held to explain the program. Telephone stickers, newspaper display ads, news releases, and television and radio public service announcements are all integral parts of the campaign.

### Operation

**Consumer Call-In** is a toll-free phone number (737-1370) for anyone in Chicago. Four operators or program assistants are on duty from 9:00 a.m. to 4:00 p.m. Monday through Friday. Two of the operators are bilingual and answer calls from Spanish-speaking consumers.

The operator answers questions dealing with family economics, community resources, food,

clothing, health, family life, home furnishings and housing, by referring to a card file system. Each card supplies information about a single concept.

If a topic is not in the file, the program assistant takes the caller's name and phone number and refers the question to an Extension assistant who works closely with specialists at the university. The answer is researched and relayed back to the consumer within 48 hours. After a question is researched, a card is added to the file.

### Interagency Success

The cooperation and involvement of other agencies and organizations in Chicago has played an important role in the program's success. The Chicago Housing Authority is one of these agencies. Sam Rice, chief, community and tenant relations, for the Authority sees **Call-In** as, "providing for our community a most timely and valuable resource in consumer and homemaking services . . . I look forward to continued collaboration in delivering meaningful human services to the residents of public housing."

Rice and Adviser Hammond met with the housing unit managers to discuss **Call-In**. Each manager made a **Call-In** bulletin board display, and distributed information on monthly bills.

The Consumer Advocate's Office of both the Governor and the Mayor of Chicago frequently refer consumers to the CHEP program. The Food and Drug Administration (FDA) regional office also refers all consumer questions not within their jurisdiction.

A Chicago utility company representative said "we feel there is a definite need for the **Call-In** service in the Chicago area." "Because of personnel cutback 3 years ago, we discontinued our 50-year-old telephone service, which averaged approximately 35,000 calls annually. As a result, we received

countless complaints . . . and now we are most happy to refer to the 737-1370 telephone number."

### Future Plans

Plans are underway in Illinois to make a set of the CHEP cards available within the next year to every county in the state for use as a reference in answering client calls. The system will save Extension professionals a great amount of time in researching consumer questions.

**Consumer Call-In** is a model that can be easily adapted for use with other target audiences. Telephone information services could be equally successful in serving senior citizens, single parents, farmers, agri-business people and professionals such as home economic teachers. A similar telephone system could be designed to serve a city, county, or the entire state.

The University of Illinois long-range plans include developing a consumer-homeowner center in the heavily populated northeastern corner of the state. The CHEP **Consumer Call-In** will serve as the prototype for the center.

**Call-In** celebrated its first anniversary in April, logging more than 18,000 consumer questions since it began. The service is now offered free to all consumers in the 312 telephone area. □



## people and programs in review

### Pocket Watch Foods Program Successful

The statewide Mississippi **Pocket Watch** Foods Program has been very successful. Home economists conducted more than 2,700 food, nutrition, and food preservation meetings with 118,000 persons attending. They reached an additional 197,247 people as a secondary audience. Media exposure for the program included: 98 programs and 104 spots on television; 2,176 programs and 932 spots on radio; and 2,415 articles in newspapers. Through **Pocket Watch**, 601,198 publications were distributed, and foods emphasized in 1,403 educational exhibits. Ina Kimbrough, food and nutrition specialist, and county home economists attribute much of the success to long-range plans involving many state and local Extension staff.

### Pennsylvania Receives Kellogg Grant

The W. K. Kellogg Foundation has awarded a \$231,000 grant to the Pennsylvania Cooperative Extension Service to increase the knowledge and skills of citizens involved in planning and developing community health services. Educational materials to be developed to support each program topic will include a one-half hour video tape (of television capability) and 16 mm. film, a student's primer, and a leader's guide (containing tips on the use and evaluation of materials). For further information contact: The Pennsylvania Cooperative Extension Service, Community Affairs Section, 106 Weaver Building, University Park, PA 16802; phone (814) 863-0339.

### Veterinarians Teach Via TeleNet

Veterinary continuing education programs are the latest additions to an Illinois CES system called TeleNet, coordinated by Edwin W. Vernon, Extension communications specialist. Established in 1970, TeleNet is comprised of a network of telephone connections which are hooked up to speaker systems in various Illinois counties. This network makes it possible to transmit continuing education to many parts of the state. Participants need only travel as far as the County Extension office in which the meeting is being held. There, they can hear as well as speak to a specialist anywhere in the state. Since the programs are arranged in advance, audio-visuals can also be sent to the County Extension office to supplement the speaker's information.

### 4-H Promoted in Urban Counties

In a special program to increase 4-H membership in seven urban Michigan counties, *Jayne Marsh* of the Information staff has produced a kit, outdoor billboards, radio and TV spots, a broadcast jingle and free phone number to handle requests generated by the media blitz. The special effort is funded by a grant from the Michigan Department of Social Services because of the success of the 4-H program in Detroit's innercity.